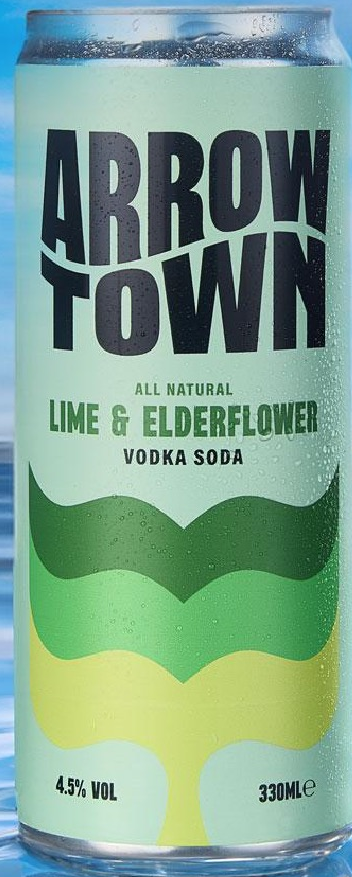




ARROW TOWN

RE-INVENTING RTDS

DRINKING IS UNDERGOING A REVOLUTION



24/07/2025

How is the moderation trend evolving?

From outright abstinence to Dry January and the rise of no-alcohol products, moderation is reshaping the global beverage alcohol landscape – but the trend is a complex and ever-changing one, with notable variations among different age groups and markets

Moderation – for both health-related and economic reasons – is a significant driver of reduced alcohol consumption and spend, but the picture is a nuanced one, with diverse motivations and behaviours around the world.

The impact is apparent from research conducted by IWSR, the global authority on beverage alcohol data and intelligence: [Bevtrac](#) consumer findings from March 2025 show recalled spend on alcohol trending negative across most of the top 15[1] markets.

Meanwhile, according to IWSR's most recent [No/Low Alcohol Strategic Study](#), published in December 2024, per capita consumption in litres of pure alcohol across the 10[2] markets surveyed has fallen by -20% since 2000 – an indicator not only of falling consumption rates, but also of consumers switching to lower-ABV categories such as RTDs and no/low alcohol.

The return of alcopops: sales are booming – and the reason is worrying

BuzzBallz are everywhere this summer, Bacardi Breezer has had a rebrand and Smirnoff Ice is trying to win over the gen Z market as rates of alcohol consumption climb ...



The rise of moderation in the UK alcohol market – NIQ

BY ALICE CHRYSAL
JULY 15, 2025

Alice Chrystal, senior analytics executive at NIQ, gives the lowdown on the mid-strength opportunity

As consumers continue to try to find a balance between enjoyment and health, [mid-strength](#) alcoholic beverages are gaining momentum. Across spirits, beer, cider and wine, the trend towards moderation is reshaping the



Booze up: is gen Z's 'sensible' relationship with alcohol moving towards hedonism?

Reports those born between 1997 and 2012 are ditching clean-living ways don't tell whole story, say experts



Jessica Murray

Fri 15 Aug 2025 13:02 BST

[Share](#)

Gen Z have long been hailed as “generation sensible” - dozens of articles have charted how they drink less alcohol, exercise more, eat a more healthy diet and [have ditched night clubs for book clubs](#).

But could that be about to change? Recent data has shown the proportion of gen Z - those born roughly between 1997 and 2012 - who are of legal drinking age and have consumed alcohol in the past six months has increased by 7% between 2024 and 2025.

YouGov®

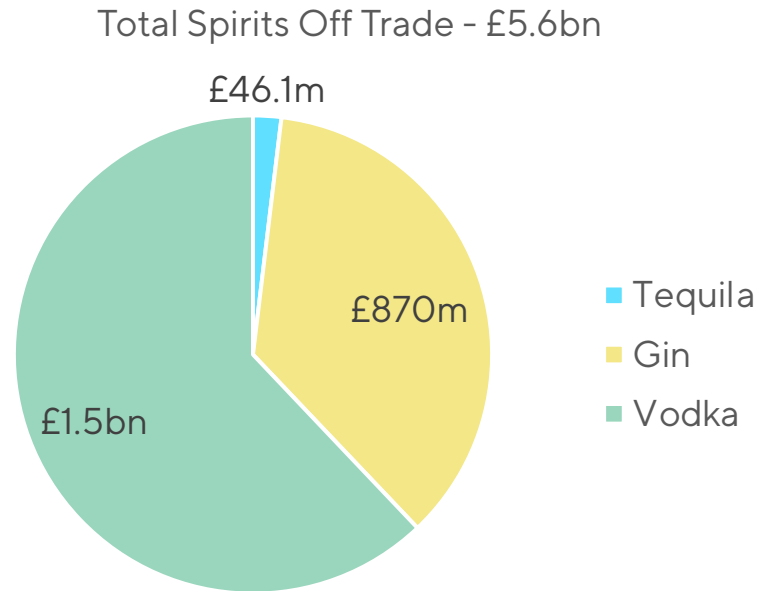
The changing landscape of alcohol and non-alcoholic drink preferences in the UK

Taste is the most significant factor in why people consume alcohol (80%). This finding is consistent across different types of alcohol. The wide range of flavours available in ready-to-drink cocktails and infused liquors appeals to two-fifths of consumers, with 40% of people frequently consuming ready-to-drink cocktails and 38% drinking infused liquors. Affordability also influences choices, particularly for beer (31%) and hard seltzers (34%), as does convenience, with beer (30%) and hard seltzer (29%) being popular.

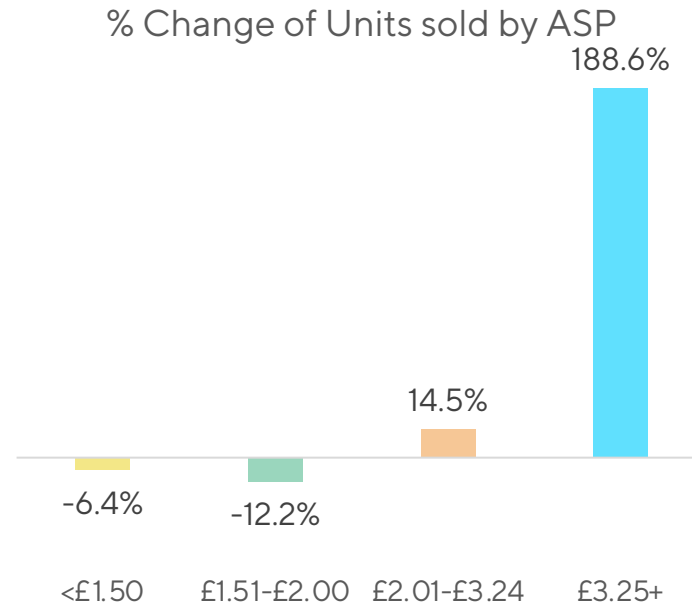


TRADITIONAL SPIRITS ARE BEING REINVIGORATED

**THERE ARE A FEW LEADING SPIRITS HERE TO STAY –
VODKA IS STILL THE LARGEST SUBCATEGORY**



**HOWEVER, RTDS ARE GROWING IN POPULARITY...
AND PREMIUM IS DRIVING GROWTH**



+84%

Unit Growth YoY

Premium canned cocktails
driving total RTD category

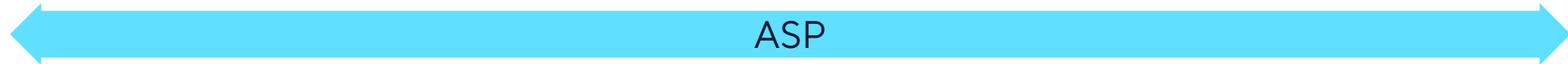
+189%

Premium RTD Growth YoY

Ahead of all other price tiers

Source: 52 week sales total market

GROWTH IN RTDS



Under £2	£2.01-£2.34	£2.35+
In decline	Biggest growth in absolute terms	Biggest growth %

This is based on ASP not RRP – every retailer is on the 4 for 3

THE MARKET – THE WINNERS & LOSERS

WHO IS GROWING THE CATEGORY?

+13%

RTDs growth

+16.1%

RTDs growth
(last 12 weeks)

+18%

RTDs growth
(last 4 weeks YoY)

THE LOSERS

Uninspiring/high sugar



THE WINNERS

Premium/health/engaging



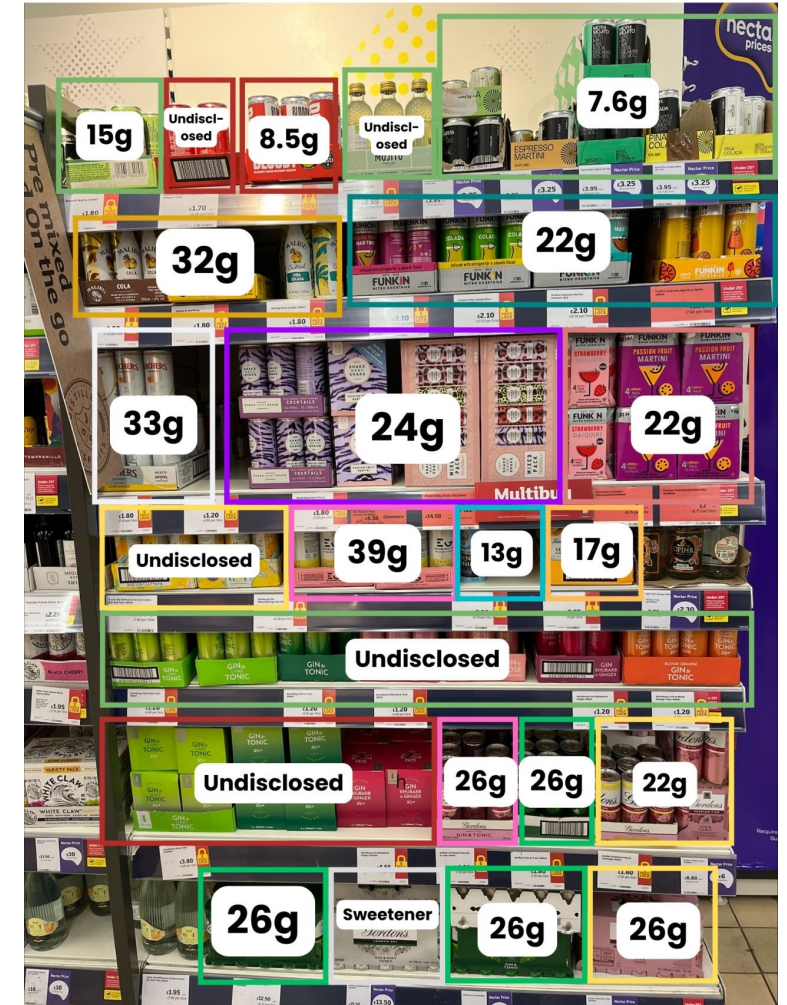
In line with our positioning
as a more premium,
refined option with quality
ingredients

Vodka soda but
in a very high sugar,
sickly form unlike us

Lower calorie
option

THE CATEGORY NEEDS FUTURE PROOFING

Full of sugar & uninspiring



2. Sustainability Matters to Consumers

One thing is very clear: sustainability matters to the public. Almost all consumers (95%) say they are trying to take some action to live sustainably.⁴ The grocery vertical is no exception with, “free-from” and allergen claims becoming more popular on-shelf. With these intentions made clear, there is ample opportunity for grocery brands to align their product offerings and marketing to match this demand.

Yet, NIQ data shows that 26% of shoppers find it difficult to find sustainable products on the digital shelf.⁴ It’s clear that brands and retailers need to make it easier for shoppers to discover and purchase planet-friendly products. This requires making their sustainability attributes accessible on product pages and clear on packaging. Utilizing Better For Segmentation™ to more accurately target your consumers and maximize the impact of your product attributes can also help.

Health and sustainability are most important

Primarily, restaurant-goers—especially Millennials and Gen Zs—indicate they want more health-conscious, sustainable options when dining out, and expect their food to be sourced locally, perhaps even hyper-locally, and with minimal waste. Operators are satisfying them by telling the story of where and how those items are grown and produced, and how their purchase supports local businesses, especially farmers, purveyors, and manufacturers.

In fact, industry professionals cite restaurants' commitment to sustainability as a key trend impacting where customers will, or won't, dine out.

Simultaneously, there's also a push for restaurant operators to provide their guests with more value, convenience, and innovation. Those are showing up via a variety of meal deals, limited time offers, and flights composed of various foods and alcohol beverages.

3. Health & Wellness Priorities

Health and wellness continue to be powerful drivers of fresh food purchases, with consumers prioritizing options that align with their desire for healthier lifestyles. Fresh produce remains a cornerstone of this trend, as shoppers increasingly seek out fruits (+4% YoY), vegetables (+1.2%), and minimally processed foods to support their nutritional goals.³ Organic and clean-label options are also gaining traction, with consumers willing to pay a premium for products that promise transparency, fewer additives, and sustainable farming practices. This shift highlights an opportunity for brands and retailers to emphasize the health benefits of fresh offerings while incorporating messaging around quality and authenticity.

This shift is further propelled by the growing use of GLP-1 medications by consumers. Originally developed to manage diabetes, these medications are increasingly being used for weight loss, with 36% of users seeking its appetite-suppressing benefits.⁴ Many of these users are pairing their usage with a healthier diet, helping fresh and organic foods. Fresh food brands can particularly benefit from this trend, especially when aligned to plant-based diets or when their offerings are “organic,” one of the most desired product attributes.



UK shoppers inspired by health food trends on social media ‘lift retail sales’

Year-on-year credit and debit card spending in January the highest upsurge since March 2024, says Barclays

THE CONSUMER IS ASKING FOR MORE

THE CONSUMER

Educated

Health first

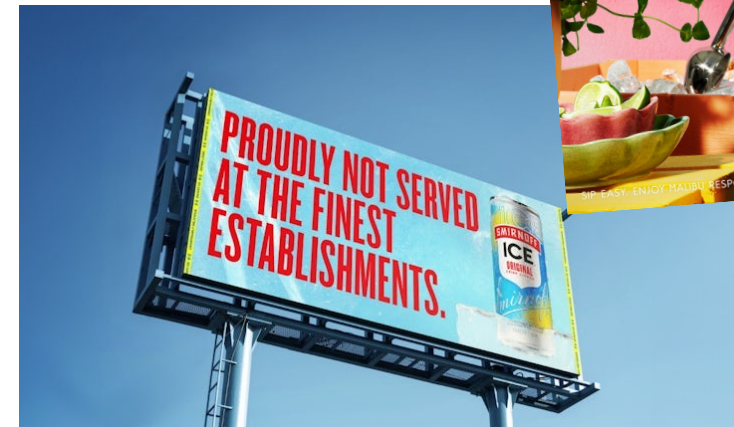
British consumers are actively engaged in **health and wellness trends**, with 64% taking action to live healthily. This engagement is largely driven by a desire for emotional stability, which is the top health goal for UK consumers, followed by weight loss, disease prevention, and vitality and energy.

THE CATEGORY IS NOT DELIVERING

THE INCUMBENTS

Not talking to new audiences

Health & sustainability second



THE SOLUTION

All natural, full flavour proposition

Transparent ingredients

Underpinned with sustainable authenticity

PREMIUM FLAVOURS

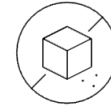
LOW SUGAR

109 KCALS PER CAN

NO SWEETENERS



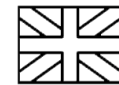
All Natural



Low Sugar



Vegan



UK Crafted



HOW WE COMPARE: THE ONLY OTHER NATURAL SKU DOESN'T SHOW BACK OF PACK



	Arrowtown	Funkin	Malibu	Smirnoff Ice	Southern Comfort	Gordon's	Jack Daniels	Au Vodka
Flavours	Mango & Pineapple, Lime & Elderflower, Peach & Raspberry, Black Cherry & Apple	Blueberry Raspberry, Strawberry Daiquiri, Apple, Pina Colada, Passion Fruit	Pineapple, Cola, Pina Colada, Strawberry Daiquiri	Original, Raspberry Crush, Peach Lemonade, Diet Cola, Mango & Passion Fruit	Lemonade	Gin & Lemonade, Gin & Tonic, Pink Gin & Tonic, Gin & Diet Tonic	Whiskey & Coca-Cola	Blue Raspberry, Pink Lemonade, Black Grape, Cherryade
Size	£3.00	£2.35	£2.40	£2.30	£2.15	£2.30	£2.25	£3.20
RRP	330ml	200ml	250ml	250ml	330ml	250ml	330ml	330ml
p/100ml	£0.91	£1.12	£0.96	£0.92	£0.65	£0.92	£0.68	£0.97
kcal/100ml	33	?	?	?	?	?	64	?
Sugar/100ml	1.8g	?	?	?	?	?	8.9g	?
Alcohol %	4.5%	5%	5%	4%	5%	5%	5%	5%
Made in UK	✓	?	✓	X	✓	X	✓	✓
All Natural	✓	?	?	?	?	?	X	X
Mixer	Vodka	Vodka	Rum	Vodka	Whiskey	Gin	Whiskey	Vodka
Ingredients	Triple distilled vodka, natural flavourings, sparkling water, British beet sugar and citric acid	?	?	?	?	?	Coca-Cola (Carbonated Water, Sugar, Colour E150d, Acid E338, Natural Flavourings) (89 %), Jack Daniel's Tennessee Whiskey (11 %)	?



TWO BROTHERS THIRSTY FOR CHANGE

THE WORLD OF ALCOHOL CONSUMPTION IS CHANGING...

Arrowtown is a place where the drinks and the good times keep flowing. Inspired by our travels, this is where we dreamed of doing things differently. **Better flavour. Better times. Bigger impact.** A drink that's more than just a drink.

Founded by two brothers at the ripe old age of 22 and 24, with all the wisdom of a couple of uni students (which is to say, not much) we thought it would be fun to take on some of the world's biggest brands.

Fresh out of uni, armed with our degrees and a thirst to do things differently, we launched Arrowtown to make a drink that's **fit for the 21st century.**

Rob & James

THE OPPORTUNITY IS MUCH BIGGER THAN VODKA

Always all natural.

Always delicious.

No matt the spirit.



TRENDS FROM OTHER COUNTRIES



- The spirit + soda market is the world's largest
- Recent shifts from malt-based to spirit-based products like vodka and tequila
- North America holds 56% of global market
- The market in the US is projected to grow at CAGR of 13.6% from 2024 - 2030
- Key drivers include:
 - Health-conscious consumers
 - Low calorie
 - Natural flavors
 - Variety packs
- Hard Selzer not understood here as a term but the trends are the same

OUR CUSTOMER EXPECTS THIS COMMITMENT



FOR EVERY CAN ENJOYED, WE STOP TWO OCEAN-BOUND PLASTIC BOTTLES FROM REACHING OUR OCEANS



CARBON ACCOUNTING PARTNER TO CALCULATE OUR CARBON FOOTPRINT ACROSS ALL SCOPES OF BUSINESS



IMPLEMENTED A FULL REMOVAL PLAN FOR OUR EMISSIONS THROUGH SOIL SEQUESTRATION & AIR CAPTURE



PERFORMANCE AT RETAILER X

4

All 4 SKUs outsold an unnamed billion dollar hard seltzer over the last 6 weeks

10

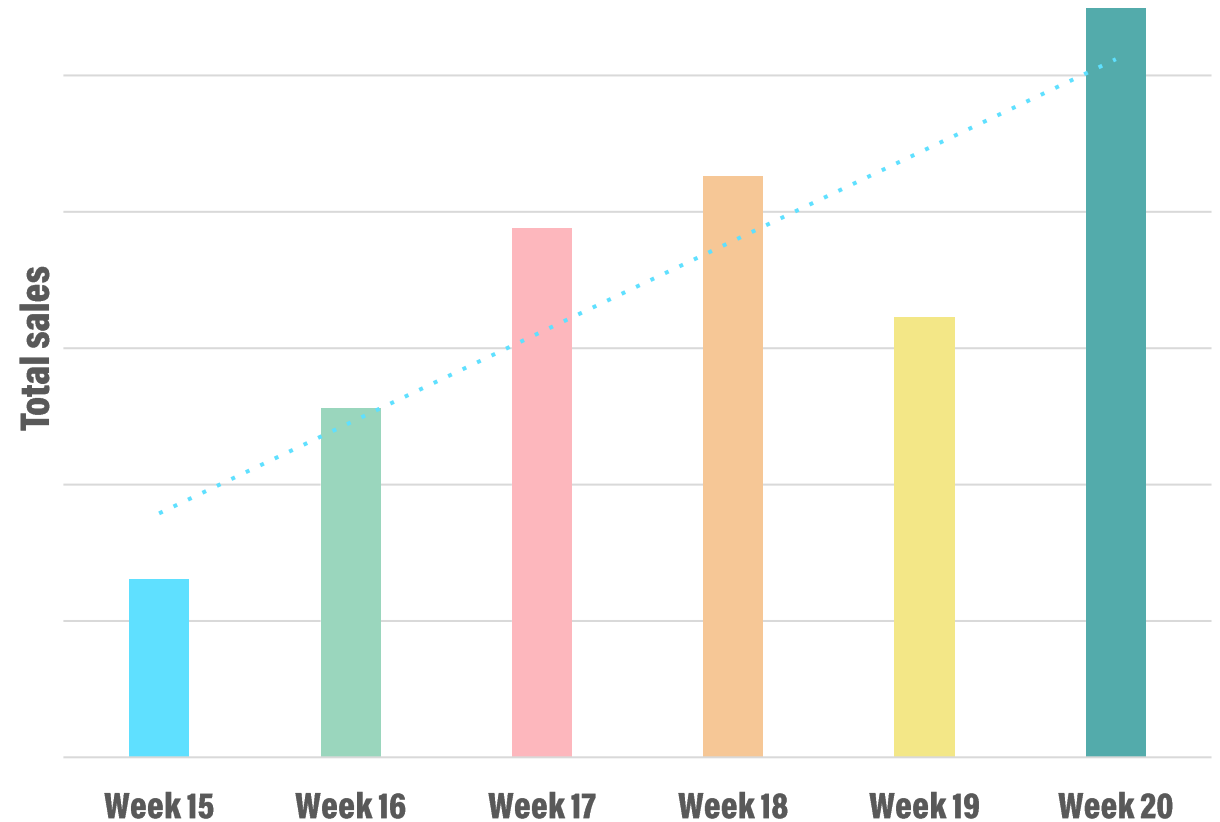
Top 10 best-selling RTD SKU

27%

Uplift in week 20 of the previous all time high

4

Of the last 5 weeks have been record sales weeks



ATTENDING FESTIVALS ACROSS THE UK



bethanyengland4
Liverpool, United Kingdom



OLLIE ROBINSON DRINKING A CAN AFTER
THE ASHES LIVE ON SKY



cellaamy
London, United Kingdom



4,485 Q 10 5
Liked by arrowtowndrinks and others
bethanyengland4 Big Weekend was a vibe 🥳



15,700 cans sold

£125,000 total sales value

56% outperformance of forecast

35% YOY growth



PRESS FEATURES

COSMOPOLITAN

“A percentage of sale profits go to supporting charities... Taste good and do good

BBC goodfood

“Fans of fruity cocktails will enjoy this vodka soda

METRO

“A vodka soda that supports conservation? Sign us up!

GRAZIA

“Your drink of summer for when you want to enjoy what you're drinking and feel good about your choice



**WE WILL GRAB THE
ATTENTION OF THE CUSTOMER**



**FSDUS IN-STORE
AT MID-COUNTIES**

**FSDUs raised ROS
by over 650%**

THE OPPORTUNITY

THE RTD MARKET

+84%

Premium RTDs
growth YOY

#1

OL Vodka Soda is
best-selling RTD SKU
in top 4 grocer

+83%

UK RTD sales over
last 2 years

UP TO 30G

Legacy RTDs sugar
content

HEALTH-CONSCIOUS CONSUMERS

57%

Of adults are actively taking
steps to cut their sugar
intake

45%

Of consumers globally
judge the health of a
product by its sugar level

2X

Low calories drinks
growth vs regular
products

